

FASHION CALENDAR

Issue of OCT 18 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 15, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 15 3:30 P.M.	3RD IN SERIES OF WEEK- LY COOKING LESSONS This third lesson is devoted to the theme "If You Can't Get Meat" what to do about it. A new and tempting collection of protein dishes replacing meat with soy beans and other vitamin-containing foods will be on exhibit and explained by Elsa Steinberger, home economist of the Brooklyn Union Gas Company. Open to all interested. Publ.: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3RD FL.
Friday Oct. 15 4:00- 6:00 P.M.	NEW SHOP GIVES PREVIEW OF FUR FASHIONS A downtown retail furrier is opening an additional impressive Fifth Avenue Salon for custom-made furs on the 18th. But the Press is invited to see his collection on the 15th. The new Salon is under the management of a former Milgrim and Saks Fifth Avenue fur buyer. The interior and windows are by Bill Okie, Jr. Trencher's downtown store is at 277 Grand Street. This is a move uptown for a popular furrier who will now have two Salons. Publicity: Doris Stephenson, PL. 3-5200.	LOUIS TRENCHER	649 FIFTH AVENUE
Friday Oct. 15 6:00 P.M.	TEA FOR PROFESSIONAL AND BUSINESS WOMEN A tea to mark the closing of National Business Women's Week and to discuss plans for the future. Members of business and professional women's groups are invited to come to Franklin Simon to view the present and post-war status of women in professions where they are replacing men. Strictly a ladies' affair, by invitation. Publ.: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE DRESS CIRCLE, 4TH FLOOR
Beginning Friday Oct. 15	TEXTILE DESIGN EXHIBITION Starting October 15th, Traphagen presents the development of a design from the source of inspiration to the finished product. This display, specially arranged for students of textile designing, includes manufactured fabrics created by Traphagen students. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Friday Oct. 15	NOVEMBER ISSUE OF WOMEN'S REPORTER This magazine circulates among 10,000 buyers. The November 1st issue will spotlight the California market. Contact: Sam Cook Singer, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 350 FIFTH AVENUE
Beginning Saturday Oct. 16 7:00- 7:30 P.M.	RADIO SERIES ON POST-WAR PROSPERITY First radio talk on Oct. 16th will be by Mr. Ruml, treasurer of R. H. Macy & Co. and chairman of the N. Y. Federal Reserve Bank, on financing post-war prosperity. On Nov. 6th, Dr. David Craig will talk about getting goods to the consumer. Everyone invited to listen.	BEARDSLEY RUMML AND DAVID CRAIG	NBC (660 ON DIAL)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Oct. 16-30	OPENING RECRUITING BOOTH FOR WAVES	JAMES McCREERY	5TH AVE. AT 34TH ST. MAIN FLOOR
Beginning Saturday Oct. 16	<u>OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)</u> <u>OCTOBER 16</u> COLUMBIA-ARMY at BAKER FIELD NAVY-PENN STATE at ANNAPOLIS <u>OCTOBER 23</u> ARMY-YALE at NEW HAVEN COLUMBIA-PENNA. at BAKER FIELD <u>OCTOBER 30</u> BROWN-PRINCETON at PRINCETON COLUMBIA-CORNELL at ITHACA DARTMOUTH-YALE at NEW HAVEN NAVY-NOTRE DAME at CLEVELAND PENNSYLVANIA-ARMY at PHILA. <u>NOVEMBER 6</u> ARMY-NOTRE DAME, YANKEE STADIUM BROWN-YALE at NEW HAVEN COLUMBIA-DARTMOUTH at HANOVER NAVY-PENNSYLVANIA at PHILA.		
		<u>NOVEMBER 13</u> COAST GUARD ACADEMY-BROWN at PROVIDENCE COLUMBIA-NAVY at BAKER FIELD CORNELL-DARTMOUTH at BOSTON YALE-PRINCETON at NEW HAVEN <u>NOVEMBER 20</u> BROWN-ARMY at WEST POINT COLGATE-COLUMBIA at BAKER FIELD DARTMOUTH-PRINCETON at PRINCETON <u>NOVEMBER 25</u> BROWN-COLGATE at PROVIDENCE CORNELL-PENNSYLVANIA at PHILADELPHIA <u>NOVEMBER 27</u> ARMY-NAVY at WEST POINT	
Sunday Oct. 17- Oct. 21	12TH NATIONAL SHOE EXPOSITION 12th annual Spring Opening for shoe manufacturers' lines held under the management of Mr. E. A. Richardson of Boston. This will be the only large-size shoe exposition in the East for Spring buying. Contact: E. A. Richardson or Mr. Shaffer, Front Office Manager, ME. 3-1000.	SHOE MANUFACTURERS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Now Showing	NEW CHRISTMAS LINE OF HANDBAGS Always original and outstanding, Madame Azka's bags this Fall have a military flavor. Press invited to make appointments. PL. 3-0955.	MADAME AZKA	STUDIO AZKA 20 WEST 57TH STREET
Just Published	PICTURE BOOK OF SEWING FOR YOUNG The title of this book is "See and Sew," a delightful, picturized way of teaching sewing to youngsters and adults too. Mariska Karasz has worked out a successful way of teaching young girls the art by making sewing fun rather than a chore. Price, \$1.50, published at Stokes, 521 Fifth Avenue.	MARISKA KARASZ AND STOKES, PUBLISHERS	ALL BOOK SHOPS
Now Showing	SPRING DRESS COLLECTION Press and Buyers invited. Contact: Joseph Levay, LA. 4-0335.	JOSEPH LEVAY & CO.	498 SEVENTH AVENUE
Now Showing	NEW RESORT AND EARLY SPRING COLLECTION Press and Buyers invited. Contact: PE. 6-7080.	HARRY ROSENFELD	498 SEVENTH AVENUE
Now Showing	RESORT AND SPRING STYLES Press and Buyers invited. Contact: WI. 7-3274.	LETO, COHN & LO BALBO	512 SEVENTH AVENUE
Monday Oct. 18	NEW SPRING COLLECTION Open to Press and Trade. Contact: LO. 5-4285.	CLAIRE MCCARDELL FOR TOWNLEY FROCKS	550 SEVENTH AVENUE

WEEK BEGINNING MONDAY, OCTOBER 18, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	SPRING, 1944 FASHION LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
Oct. 18	The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Individual opening dates follow:		
	<u>MONDAY, OCTOBER 18</u>		<u>FRIDAY, OCTOBER 22</u>
	INTERNATIONAL DRESS CO.	1400 B'WAY	C.H.D. ROBBINS CO.
	LA RUE DRESSES, INC.	550 7TH AVE.	525 7TH AVE.
	<u>TUESDAY, OCTOBER 19</u>		<u>MONDAY, OCTOBER 25</u>
	CAPRI FROCKS, INC.	1372 B'WAY	WILLIAM BASS DRESS
	FRED GREENBERG	550 7TH AVE.	HERBERT SONDHEIM
	JOSEPH HALPERT	530 " "	" " "
	HORWITZ & DUBERMAN	498 " "	<u>TUESDAY, OCTOBER 26</u>
	JUNIOR LEAGUE FROCKS	1372 B'WAY	MARTIN SIMON, INC.
	<u>WEDNESDAY, OCTOBER 20</u>		<u>WEDNESDAY, OCTOBER 27</u>
	DEITSCH, WERSBA & COPPOLA	512 7TH AVE.	ED GERRICK, INC.
	A. GOODMAN & CO.	530 " "	550 7TH AVE.
	<u>THURSDAY, OCTOBER 21</u>		<u>THURSDAY, OCTOBER 28</u>
	KAPLAN & GRABOIS	498 7TH AVE.	FOX-BROWNIE, INC.
	MARY LEE, INC.	530 " "	498 7TH AVE.
	PARNIS-LEVINSON	" " "	<u>WEDNESDAY, NOVEMBER 3</u>
			BEN REIG CO.
			498 7TH AVE.
			<u>NOT YET SET</u>
			SAMUEL KASS
			498 7TH AVE.
			ZUCKERMAN & KRAUS
			512 " "

Monday	FALL COLLECTION OF ORIGINAL MODELS	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Oct. 18	Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
1:00 P.M.			
Luncheon			
Monday	LATER WINTER AND EARLY SPRING FASHION SHOW	CHARLES ARMOUR	498 SEVENTH AVENUE
Oct. 18	Presenting the spirit of 1944 in a new kind of clothes reflecting today's practicality and tomorrow's helpfulness. Gayer, more cheerful dresses to offset the grim reality of these times. Hats by Eve Tartar (676 Madison Avenue). Press invited. Contact: Charles Armour, LO. 5-1622.		
2:30 P.M.			
Monday	BOSTON CONFERENCE ON POST-WAR RETAILING	RETAIL TRADE BOARD OF BOSTON CHAMBER OF COMM.	STATLER HOTEL BOSTON, MASS.
Oct. 18-	15th annual retailing conference directed by Daniel Bloomfield. 25 speakers will participate in clarifying distribution problems of retailing during war time. At the first day's luncheon session, will be Sir Gerald Campbell, British Minister to the U.S.A.; Beardsley Ruml of R.H. Macy, and others. Contact: Daniel Bloomfield, Chamber of Commerce, Statler Hotel, Boston.		
Oct. 19			
Tuesday	50 IDEAS TO BRIGHTEN YOUR HOME	LORD & TAYLOR HOME FURNISHINGS' STAFF	424 FIFTH AVENUE 7TH FLOOR
Oct. 19	A Press preview of ideas interesting to persons who cannot find painters or decorators today and who want to improve their living quarters. Lord & Taylor offers a series of suggestions for glamourizing the home without requiring manpower other than your own. Press by invitation only. Publicity: Eleanor Howard, WI. 7-3300.		
10:00 A.M.			

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Tuesday Oct. 19 12:15 P.M. Luncheon	MRS. ELEANOR ROOSEVELT ON "WOMEN IN THE WAR" The President's wife, Mrs. F. D. Roosevelt, will talk before the Advertising Women about her last trip to Australia and about women in the foreign services. Also, Mrs. Walter Lippran, wife of the Tribune columnist will speak on Nurses' Aides. Commander Stratton of the SPARS, will deliver a talk on her branch of the service. This brilliant trio should call forth a large attendance, so make your reservations immediately. Luncheon, \$1.65. Contact: Mrs. Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 19 6:30 P.M.	BUSINESS MEETING AND ENTERTAINMENT Price per dinner, \$1.50. Members and friends invited. Contact: MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS' ASS'N	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET
Tuesday Oct. 19- Oct. 20	SOUTHWESTERN REGIONAL MEETING This will be a meeting specially called for better understanding of smaller stores and their business problems. Contact: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	ADOLPHUS HOTEL DALLAS, TEXAS
Wednesday Oct. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Open to public. Luncheons, a la carte. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	HARRY COLLINS (647 5th Ave.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 20- Oct. 22 2:30 & 8:40 P.M.	FASHIONS OF THE TIMES Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at \$1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 West 43rd St., N.Y.C., LA. 4-1000.	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
Wednesday Oct. 20	TABLE SETTINGS FOR ALL OCCASIONS How to entertain at home during war time, with attractive tables and equally attractive food despite war time restrictions, is the purpose behind this new table setting event. Publicity: Frances Patten, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET HOME STORE
Wednesday Oct. 20- Oct. 21	POST-WAR PLANNING FOR COTTON TEXTILES A report on the year's developments in cotton textiles and the industry's attitude toward current problems will be given at the opening session. Later there will be several forums taking up matters of interest to cotton people. Looking ahead to the termination of government contracts when new problems of financing and production will arise, Oscar Johnson, Pres., National Cotton Council, will preside over the cotton forum. This meeting is of vast interest to all cotton people and should be attended by all those interested. Contact: Virginia Jewel, WO. 2-0270.	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 21 12:45 P.M. Luncheon	OPA OFFICIALS TO ADDRESS MEETING Three officials from the New York area of OPA will tell manufacturers the "real and rumored violations in the industry and what is being done by OPA." Immediately following the luncheon there will be a Government session on woven slip standards at this same hotel at 2:15 P.M. presided over by L. R. Gilbert, Division of Trade Standards of the Nat'l Bureau of Standards. The purpose of the meeting is to adjust the proposed standard on woven slips to meet the needs of all concerned. Open to the entire industry. Luncheon, \$2. Press by invitation. Contact: Association, 295 Madison Ave., N.Y.C., CA. 5-2450.	NAT'L WOMEN'S UNDER- GARMENT MFRS. ASSN.	McALPIN HOTEL BLUE ROOM
Thursday Oct. 21 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW Town, country and holiday fashions by Jonas with hats by Mme. Francoise (11 E. 56th St.). Luncheon, \$2.00. Press by invitation only. Publicity: Alma Zaiss, PL. 3-1740.	J. J. JONAS (12 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 21 1:00 P.M. Luncheon	LUNCHEON MILLINERY COLLECTION Showing of the brand new late Fall--early Winter millinery collection. Open to public. Luncheon, a la carte. Press by invitation. Suzanne Publ.: Viola Shefer, PL. 3-2117. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	SUZANNE ET ROGER (24 E. 64TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 21 1:00 P.M. Luncheon	FASHION DISPLAY AND BRIDGE LUNCH This is the annual benefit luncheon for the City Federation Hotel. Members and their friends gather to lunch to see smart new styles and to play bridge. Admission, \$2.50. Contact: Mrs. Walter N. Sedgwick, CH. 3-8271.	FEDERATION HOTEL CENTER AND ARNOLD CONSTABLE	ROOSEVELT HOTEL BALLROOM
Thursday Oct. 21 4:00 P.M. Cocktails, 4:30 P.M. Show	IT'S FUN TO SEW An original kind of teen-age fashion show directed by Betty Green and Jane Chapman and planned to show how to prove to the teen-age sewing group that "It's Fun to Sew." Typical "Calling All Girls" readers will model clothes they have made for themselves. Fabrics, patterns and notion buyers, fashion editors and special editors by invitation. Publ.: Evelyn Doohar, PL. 3-5600.	THE SPOOL COTTON CO. & "CALLING ALL GIRLS"	PIERRE HOTEL, ROOF 5TH AVE. AT 61ST ST.
Oct. 21- Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Friday Oct. 22 6:00 P.M.	LATE EVENING FASHION SHOW For women who work and who must shop at night, Wanamaker's is showing coordinated fashions in low prices and complete sizes, so that a woman doesn't need to dash from floor to floor to get herself properly outfitted for Winter. Press and public invited. Frances Patten, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. BUDGET FLOOR
Monday Oct. 25- Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 25 1:00 P.M. Luncheon	NEW "TREND HATS OF TOMORROW" AT LUNCH This is the first mid-season showing of millinery by Miss Garnell who is launching a new trend. Open to public. Luncheons from \$1.85. Press by invitation. Garnell Publicity: Lydia Strate, PL. 3-9017. Director of Fashion Show: Mary Rice, PL. 3-4500.	HELENE GARNELL (40 E. 51st St.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON SHOWING OF ORIGINAL CLASSICS An Individual Collection of original classics in custom type clothes, hand-knitted models, exclusive bags and accessories. Open to public. Luncheon, a la carte. Press by invitation. Pensee Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	HENRY A LA PENSEE INC. (9 EAST 55TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 26- Oct. 27 4:00- 7:00 P.M.	OPEN HOUSE FOR MEMBERS, ALSO NEW EXHIBITS This is an invitation to visit the new quarters of the Museum and to view some new Russian costumes and other recent gifts of Asiatic origin. Members by invitation. Contact: Elizabeth Doran, PL. 3-7418.	MUSEUM OF COSTUME ART	18 EAST 50TH STREET
Beginning Tuesday Oct. 26	EXHIBIT: PAINTINGS BY ALEXANDRA PREGEL First American exhibition will be on view for two weeks. Publicity: Evelyn Gerstein Associates, CI. 6-7632.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
Wednesday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW After dark fashions. Open to public. Luncheon, a la carte. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT
Wednesday Oct. 27 7:30 P.M.	DINNER-DANCE OBSERV- ANCE OF NAVY DAY In honor of the United States Navy and also the anniversary of the birthday of President Theodore Roosevelt, the Navy League stages a big-time affair with many of its top-hats in attendance, including Admiral King, Commander-in-Chief, U. S. Fleet; Lt. Commander Mildred McAfee, director of the WAVES; Lt. General Holcomb, Commandant, U. S. Marine Corps and others. Admission, \$10. for dinner and dance, proceeds to be given to U. S. Navy Relief Funds. Saturday afternoon, October 23rd, at 2:30 P.M., there'll be a Navy Day Parade down Fifth Ave. from 96th to 62nd Streets. For dinner-dance tickets, Commander Charles Haan Jr., BO. 9-7448.	NAVY LEAGUE OF UNITED STATES OF AMERICA	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Oct. 28- Oct. 29 9:30 A.M. On.....	CONFERENCE ON OFFICE MANAGEMENT This is a two-day conference on office managers and various office jobs whose scope has broadened during the war. Experienced persons will review the office scene today and will discuss problems and principles that face office managers tomorrow. Morale, efficiency, personnel, incentive and office relationships are part of this down-to-earth planning for office managers. Full conference fee to members, \$3; non members, \$5. Individual conferences priced accordingly. Contact: American Management, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM
Thursday Oct. 28 12:30 P.M. Luncheon	LUNCHEON MEETING OF RE- TAIL DISTRIBUTION GROUP Principle speaker: Col. F. R. Kerr, Deputy Chief, Army Exchange Service, on "The Place of Army Exchanges in the Field of Retail Distribution." Luncheon, \$1.16. Contact: Louise Thion, Cigar Institute, LE. 2-2489.	AMERICAN MARKETING ASSOCIATION	SHERATON HOTEL LEXINGTON AT 37TH ST.

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Thursday Oct. 28 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW Open to public. Luncheon, \$2.00. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.	WALTER FLORELL (28 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 28 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Helene de Huene fashions will be shown in combination with Maximilian Furs (20 W. 57th St.). Open to public. Luncheon, a la carte. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	HELENE DE HUENE (21 E. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 28 5:00 P.M. Tea	WHITE ELEPHANT BENEFIT-FETE The 5th annual White Elephant Fete, given for the benefit of the Child Placing and Adoption Committee under direction of State Charities Aid Association. This is one of the oldest adoption agencies in the country. It furnishes a complete service for the care of homeless children and their placement in carefully investigated homes. Debutantes and public and charity shops contributing services and merchandise for event. Admis- sion: \$1.50 and bundle of rummage. Publ.: Dorothy King, PL. 3-1940.	CHILD PLACING COMMITTEE	PIERRE HOTEL, BALLROOM 5TH AVE. AT 61ST ST.
Thursday Oct. 28 8:00 P.M.	ANNUAL MEETING Committees for the Board of Directors will be named. War posters will be sponsored in response to the U.S. Treasury Dept. request, and code of fair trade practices discussed. Contact: Miss Wiedenfeld, LO. 3-2992.	TEXTILE DISTRIBUTORS INSTITUTE, INC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Nov. 1 1:00 P.M. Luncheon	SPRING AND RESORT GOWNS AND HATS This former Paris creator, Reine, aided by Countess Grace de Mun, will present hats and gowns in the traditional smart style of Paris. Open to public. Luncheons from \$1.85. Press by invitation. Reine Publ.: Countess de Mun, PL. 3-0942. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	REINE INC. (4 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quinby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited. Regarding hotel accommo- dations, the Stevens Hotel in Chicago, preempted by the Army, is now back under private management and will be available for the Shoe Industry War Conference and Market Week. There will be no shoe displays at the Stevens, only sleeping accommodations during the four-day period of the conference.	NATIONAL SHOE RETAIL- ERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING Open to public. Luncheon, a la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 3 1:00 P.M. Luncheon	FALL FUR LUNCHEON The usual Tuesday at the Ritz held on Wednesday because of Election Day. Open to public. Luncheon, a la carte. Press by invitation. Gunther Publ.: Viola Shefer, PL. 3-2117. Ritz: Marion Morrison, PL. 3-4600.	GUNTHER (666 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 4- Nov. 5	ANNUAL CONFERENCE Discussion on technical war-time packaging with reference to new technical developments resulting from changes in the war economy. Conference presided over by Joel Y. Lund, Pres., Packaging Institute and Vice-Pres., Lambert Pharmacal Co., St. Louis. Contact: MU. 2-2949.	PACKAGING INSTITUTE, INC.	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET
Beginning Saturday Nov. 6- Nov. 8 10:00 A.M.- 11:00 P.M.	10TH ANNIVERSARY CONGRESS To celebrate the 10th anniversary of the resumption of friendly relations between the U.S.A. and the U.S.S.R. Beginning Saturday morning through Sunday evening, there will be talks, luncheons and panel discussions on public health, war-time medicine, science, education and the general planning for post-war reconstruction in U.S.S.R. Conferences begin at 10:00 A.M. and last until 11:00 P.M. Included also are discussions on Soviet Trade Unions, the Soviet family system and a concert of Soviet music. This will be culminated by a major mass meeting at Madison Square Garden, 7:30 P.M. Admission to panel discussions, \$1 for students; \$2 for all others. Admission at the Garden event Monday night, 55¢ to \$2.20. Contact: 10th Anniversary Celebration, Congress of American-Soviet Friendship, 232 Madison Avenue, Room 1101, N.Y.C., MU. 3-2059.	NATIONAL COUNCIL OF AMER- ICAN-SOVIET FRIENDSHIP	NEW YORKER HOTEL AND MADISON SQUARE GARDEN
Monday Nov. 8- Nov. 9 10:00 A.M. Through Dinner	FALL PLASTICS MEETING This is the regular meeting of the Plastics Industry. A special exhibit of the war-time application of plastics, open only to members and registered guests. The Plastics Industry is 85% given over to the war effort. Thus, many of the exhibits have official Army and Navy authorization and the event will clearly show the war-time strides of the Plastics Industry. Nationally famous industrial leaders will address this meeting. Open to all interested. Contact: John M. Weatherby, LE. 2-6057.	SOCIETY OF THE PLASTICS INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE MILLINERY You can be sure of an exciting and flattering collection whenever Nicole hats are shown. The Nicole establishment also creates its own dresses along Parisian lines for a faithful, exclusive clientele. Open to public. Luncheon, a la carte. Press by invitation. Nicole Publicity: Viola Shefer, PL. 3-2117. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 9- Nov. 10 (Tentative)	FILM PRESENTATION OF RADIO IN SELLING The nation's retailers are invited to view in a film, a presentation of how radio advertising can help in retail selling. A scientific analysis has been made and dramatized with film and comment so that retailers may break down any reservations they have had against radio as a selling agent. This film has had its premiere in Washington on Oct. 12th before a representative audience of merchants, editors and government officials. Thereafter showings will be held in 120 cities, among which New York is having its showing on November 9th and 10th. Place of showing as yet undetermined. Admission by invitation. Publicity: Walter Schneider, CI. 7-8300, ext. 121.	NATIONAL ASSOCIATION OF BROADCASTERS	????

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Luncheon, a la carte. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	FARQUHARSON & WHELOCK (23 WEST 57TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM
Sunday Nov. 14- Nov. 18	OPENING SPRING FASHION WEEK There will be 110 manufacturers gathered under one roof for the convenience of visiting buyers. Early Spring trends in women's, misses, juniors and children's fashions and sportswear will be displayed. This promises to be a larger exhibit than usual because it combines resort and play fashions with out-and-out Spring fashions. Buyers and Press invited. Contact: O. J. Meinhardt, Biltmore Hotel, Los Angeles, California.	ASSOCIATED APPAREL MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.
Monday Nov. 15 1:00 P.M. Luncheon	MID-WINTER AND EARLY SPRING FUR STYLES Open to public. Luncheons from \$1.85. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	GERTRUDE MANO (16 W. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 16- Nov. 17	12TH ANNUAL FORUM The 12th forum of the New York Herald-Tribune with usual afternoon and evening sessions on both days will carry its usual galaxy of distinguished world personalities. The general subject and speakers to be announced later. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.	NEW YORK HERALD-TRIBUNE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Nov. 17 4:30 P.M.	HAIR FASHION PREVIEW A new Cold Ray masterpiece which means a new swing in hair fashion and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday Nov. 22- Nov. 28	20TH ANNIVERSARY EXPOSITION Exhibit and demonstration of women in industry, women on the home front, women at war and the problems of the post-war world. These will all be dramatized and portrayed in posters and pantomime. Admission, 83¢. Publicity: Betty Store, Women's Internat'l Committee, PL. 3-4739 or 4770.	WOMEN'S INTERNAT'L EX- POSITION OF ARTS & INDUS.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Nov. 29 5:00 P.M. Cocktails, 5:45 P.M. Show	PRESS PARTY: "THE SLIP OF TOMORROW" A gala cocktail party and zodiacal show, to introduce the "Slip of Tomorrow", a fabric and fashion innovation by America's largest manufacturers of woven lingerie. Entertainment feature: individual readings by Karma, astrologer. Press by invitation. Publ.: Betsy Anne Schellhase, MU.4-5720.	THE BARBIZON CORPORATION	148 MADISON AVENUE (AT 32ND ST.) FL. 12A

<u>DATES AHEAD</u>		<u>RED LETTER WEEKS</u>	
Oct. 27	NAVY DAY	(Wed.)	Oct. 17-23 NATIONAL PHARMACY WEEK
Oct. 31	HALLOWE'EN	(Sun.)	Oct. 24-31 NATIONAL APPLE WEEK
Nov. 2	ELECTION DAY	(Tues.)	Oct. 31-11/6 GIRL SCOUT WEEK
Nov. 11	ARMISTICE DAY	(Thurs.)	Nov. 1-7 AMERICAN ART WEEK
Nov. 25	THANKSGIVING DAY	(Thurs.)	Nov. 7-13 AMERICAN EDUCATIONAL WEEK
Dec. 22	1ST DAY OF WINTER	(Wed.)	Nov. 7-14 FATHER AND SON WEEK
Dec. 25	CHRISTMAS DAY	(Sat.)	Nov. 14-20 BOOK WEEK
Dec. 31	NEW YEAR'S EVE	(Fri.)	Nov. 22-12/25 CHRISTMAS SEAL CAMPAIGN
			Dec. 8-15 NATIONAL BILL OF RIGHTS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Tuesday PREMIERE: "OTHELLO" SHUBERT THEATRE, 225 W. 44TH STREET
 Oct. 19 This famous Paul Robeson-Jose Ferrer-Uta Hagan version of the Shakespearian
 8:30 P.M. play with Margaret Webster acting and directing, will finally be presented
 for New York audiences the week of October 18th. Costumes by Eaves Costume
 Company. Publicity: Alfred Tamarin, CO. 5-0024.
- Wednesday..PREMIERE: "SWEET ROSIE O'GRADY" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
 Oct. 20 20th Century Fox's Technicolor picture with Betty Grable, Robert Young and
 Adolph Menjou. Costumes by Rene Hubert. Publicity: Jeannette Sawyer,
 CI. 6-0950.
- Wednesday..PREMIERE: "CORVETTE K 255" (Movie) CRITERION THEATRE, 1514 BROADWAY
 Oct. 20 A Universal film with Randolph Scott, Ella Raines, Andy Devine and James
 Brown. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.
- Thursday...PREMIERE: "THE NAKED GENIUS" PLYMOUTH THEATRE, 236 W. 45TH STREET
 Oct. 21 This is a screaming comedy by Gypsy Rose Lee about a pair of milliners
 called Fred-Eric. Rex O'Malley and Joan Blondell play the leading roles
 and John-Frederics, about whom the comedy is said to be written, have de-
 signed the hats. Produced by Michael Todd. Costumes by Juliette, Brooks
 Costume Co. and Wilma Gowns. Publicity: Louis Harmon, CI. 7-4374.
- Thursday...PREMIERE: "OUTRAGEOUS FORTUNE" ROYALE THEATRE, 242 W. 45TH STREET
 Oct. 28 This should be a brilliant, fashionable social comedy including Elsie Fer-
 guson, Maria Ouspenskaya and Stella Adler. Fashions by Valentina, Henri
 Bendel and Fira Benenson. Publicity: Dick Maney, WI. 7-6939.
- End of.....PREMIERE: "ARTISTS AND MODELS" BROADWAY THEATRE, B'WAY AT 52ND STREET
 October A new revue starring Jane Froman, Joe E. Lewis and others will be seen in
 New York under the production of Lou Walters and Monte Proser. Costumes by
 Katharine Kuhn. Publicity: Dick Maney, WI. 7-6939.
- Tuesday....PREMIERE: "OLD ACQUAINTANCE" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
 Nov. 2 This is a Warner Bros. movie starring Bette Davis, Miriam Hopkins and John
 Loder (Hedy LaMarr's husband). Costumes by Orry-Kelly. Publicity: Eva
 Siegel, CI. 6-1000.
- Thursday...PREMIERE: "CLAUDIA" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 50TH
 Nov. 4 or This is a 20th Century Fox picture, a movie version of the long-time favor-
 11 ite Broadway play starring Dorothy McGuire who played the lead in the orig-
 inal production, also Robert Young and Ina Claire. Costumes by Rene Hubert.
 Publicity: Jeannette Sawyer, CI. 6-0950.
- Friday.....PREMIERE: "PRINCESS O'ROURKE" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 Nov. 5 This is a Warner Bros. movie of a mythical princess who comes to New York,
 meets reality and eventually romance. Star of picture is Olivia de Havil-
 land, supported by Jane Wyman and Robert Cummings. Costumes by Orry-Kelly.
 Publicity: Eva Siegel, CI. 6-1000.
- Sunday.....8TH CONCERT SEASON OF FRIENDS OF MUSIC, TOWN HALL, 123 WEST 43RD STREET
 Nov. 7- Each weekly concert of the 8th season will be entirely devoted to the
 Mar. 5 chamber music of Beethoven. All the artists, the biggest names in quar-
 5:30- tettes, in harpists, and Lotte Lehmann as soloist, in the January 9th con-
 7:00 P.M. cert, are a sample of the calibre of these well-attended concerts. Public-
 ity: Edith Behrens, CI. 7-7262.
- Wednesday..PREMIERE: "I DOOD IT" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
 Nov. 10 or This MGM musical comedy promises to be a humdinger with a cast including
 17 Hazel Scott and Lena Horn for musical talent, Eleanor Powell as dancer and
 Red Skelton as comedian. Costumes by Irene and associate, Sharaff.
 Publicity: Lou Smith, BR. 9-7800.
- Monday.....OPENING NIGHT: METROPOLITAN OPERA CO. METROPOLITAN OPERA HOUSE
 Nov. 22- DIAMOND JUBILEE B'WAY AT 39TH STREET
 Apr. 8 The opening of the Metropolitan Opera will present Moussorgsky's "Boris
 Godunoff" with Ezio Pinza in title role, conducted by George Szell. The
 season will cover 20 weeks, with 10 revivals in this 60th season. Public-
 ity: Constance Hope, PL. 3-3390.